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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Pasha Sadri, et al.

Serial No.: 10/816,460

Filed on: March 31, 2004

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Confirmation No.: 8403

Examiner: NYA

Group Art Unit No.: 2171

For: DELIVERING ITEMS BASED ON LINKS TO RESOURCES ASSOCIATED WITH  
SEARCH RESULTS

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Enclosed is a copy of Information Disclosure Citation Form PTO-1449 together with copies of the documents cited on that form, if needed. It is respectfully requested that the cited documents be considered and that the enclosed Information Disclosure Citation Form PTO-1449 be initialed by the Examiner to indicate such consideration and a copy thereof returned to applicant(s).

Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited in this statement is material to patentability.

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under one of the following (as indicated by an "X" to the left of the appropriate paragraph):

  X   37 C.F.R. §1.97(b).

       37 C.F.R. §1.97(c). If so, then this Information Disclosure Statement includes one of the following:

       A statement pursuant to 37 C.F.R. §1.97(e)

\_\_\_\_\_ 1.97(e)(1) The undersigned hereby states that each item of information contained in this information disclosure statement was first cited in communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this information disclosure statement.

\_\_\_\_\_ 1.97(e)(2) The undersigned hereby states that no item of information contained in this information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in this information disclosure statement was known to any individual designated in §1.56(c) more than three months prior to the filing of this information disclosure statement.

\_\_\_\_\_ A check for \$180.00 for the fee under 37 C.F.R. § 1.17(p).

\_\_\_\_\_ 37 C.F.R. §1.97(d). If so, then this Information Disclosure Statement includes the following:

\_\_\_\_\_ A statement pursuant to 37 C.F.R. §1.97(e)

\_\_\_\_\_ 1.97(e)(1) The undersigned hereby states that each item of information contained in this information disclosure statement was first cited in communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this information disclosure statement; OR

\_\_\_\_\_ 1.97(e)(2) The undersigned hereby states that no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in §1.56(c) more than three months prior to the filing of this information disclosure statement.

AND

\_\_\_\_\_ A check for \$180.00 for the fee under 37 C.F.R. §1.17(i) for submission of the Information Disclosure Statement.

\_\_\_\_\_ 37 C.F.R. §1.97(i). Wherein applicants are submitting references before the grant of a patent to be placed in the file but not considered by the Patent office.

- (1) Accordingly, copies of the references as listed on the attached Form PTO 1449 are submitted herewith for placement in the file. No certification or fees are deemed necessary.

The Examiner's attention is directed to the following related application(s) for the following reasons (as indicated by an "X" to the left of the appropriate paragraph):

\_\_\_\_\_ The Examiner is hereby notified that the following related application has been filed:

U.S. Application/ Pat. No.	File Date	Atty. Docket. No.

This related application contains one or more claims that may be substantially similar to one or more claims in the present application. Therefore, the Examiner is encouraged to reference the file history of the related application as some of the information contained therein may be material to the examination of the present application.

  X   The Examiner is hereby notified that the present application is related to the following related application(s):

U.S. Application/ Pat. No.	File Date	Atty. Docket. No.
6,564,208	February 24, 2000	50269-0041
6,711,567	February 12, 2003	50269-0551

The related application(s) contain(s) one or more claims that may be substantially similar to one or more claims in the present application, those claims may have been rejected in the related application(s), and a different interpretation may have been applied to one or more of the references that are of record in the present application. Therefore, the Examiner is encouraged to review the file history(ies) of the related application(s) as some of the information contained therein may be material to the examination of the present application.

\_\_\_\_\_ The Examiner is hereby notified that for the following related application(s) an Office Action has been received as indicated below:

U.S. Application/ Pat. No.	File Date	Office Action Mailing Date	Atty. Docket. No.

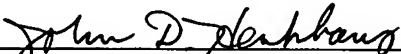
The related application(s) contain(s) one or more claims that may be substantially similar to one or more claims in the present application, those claims may have been rejected in the related application(s), and a different interpretation may have been applied to one or more of the references that are of record in the present application. Therefore, the Examiner is encouraged to review the file history(ies) of the related application(s) as some of the information contained therein may be material to the examination of the present application.

Throughout the pendency of this application, please charge any additional fees, including any required extension of time fees, and credit all overpayments to deposit account 50-1302. A duplicate of this sheet is enclosed.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP

Dated: October 11, 2004

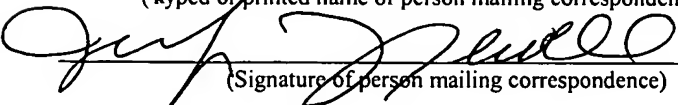
  
 John D. Henkhaus  
 Reg. No. 42,656

1600 Willow Street  
 San Jose, California 95125-5106  
 Telephone: (408) 414-1080  
 Facsimile: (408) 414-1076

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on  
 October 12, 2004  
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Jennifer Newell

(Typed or printed name of person mailing correspondence)

  
 (Signature of person mailing correspondence)

<b>INFORMATION DISCLOSURE CITATION IN AN APPLICATION</b>  <b>(PTO-1449)</b>	<b>ATTY. DOCKET NO.</b> 50269-0571	<b>SERIAL NO.</b> 10/816,460
	<b>APPLICANT:</b> Pasha Sadri, et al.	
	<b>FILING DATE:</b> March 31, 2004	<b>GROUP:</b> 2171

U.S. PATENT DOCUMENTS						
Exam. Initial*	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (If known)			
		5,796,952		Davis et al.	08-18-1998	
		5,877,766		Bates et al.	03-02-1999	
		6,078,866		Buck et al.	06-20-2000	
		6,102,406		Miles et al.	08-15-2000	
		6,128,663		Thomas	10-03-2000	
		6,243,104	B1	Murray	06-05-2001	
		6,269,361	B1	Davis et al.	07-31-2001	
		6,311,194	B1	Sheth et al.	10-30-2001	
		6,321,091	B1	Holland	11-20-2001	
		6,324,264	B1	Wiener et al.	11-27-2001	
		6,338,068	B1	Moore et al.	01-08-2002	
		6,424,968	B1	Broster et al.	07-23-2002	
		6,427,020	B1	Rhoads	07-30-2002	
		6,516,311	B1	Yacoby et al.	02-04-2003	
		6,529,899	B1	Kraft et al.	03-04-2003	
		6,564,208	B1	Littlefield et al.	05-13-2003	
		6,711,567	B2	Littlefield et al.	03-23-2004	

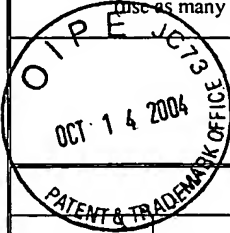
FOREIGN PATENT DOCUMENTS							
Exam. Initial*	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (If known)			
		WO	99/12106	A2	Bellsouth Corporation	03-11-1999	
		WO	98/36366	A1	Northern Telecom Limited	08-20-1998	

<b>Examiner Signature</b>	<b>Date Considered</b>
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup>Unique citation designation number. <sup>2</sup>See attached Kinds of U.S. Patent Documents. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard S.3). <sup>4</sup>For Japanese patent documents, the indication of the year of reign of the Emperor must precede the serial number of the patent document. <sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup>Applicant is to place a check mark here if English language Translation is attached.

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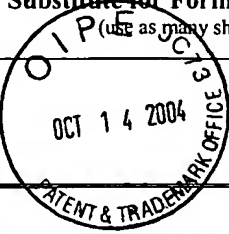
Substitute for Form 1449A/PTO (Modified) <small>(Use as many sheets as necessary)</small>		Attorney Docket No.: 50269-0571	Application Number: 10/816,460
		First Named Inventor: Pasha Sadri	
		Filing Date: March 31, 2004	
<b>OTHER ART – NO PATENT LITERATURE DOCUMENTS</b>			
Examiner Initials*	Cite No <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	Translation <sup>2</sup>
		Warren Sack, MIT Media Laboratory, "Conversation Map: A Content-Based Usenet Newsgroup Browser", 2000, ACM, pp 233-240.	
		Sougata Mukherjea et al., C&C Research Laboratories, NEC USA Inc., "Using Clustering and Visualization for Refining the Results of a WWW Image Search Engine", 2000, ACM, pp. 29-35.	
		Dmitri Roussinov et al., Department of MIS, University of Arizona, "Information Forage through Adaptive Visualization", 1998, ACM, pp. 303-304	
		The Search Engine Report, "GoTo Sells Positions," March 3, 1998, pp. 1-5.	
		GoTo.com, Inc., "GoTo Search Results: search engine," August 19, 1998, 5 pages.	
		GoTo.com, Inc., "GOTO.COM COMBINES INKTOMI SEARCH CAPABILITY WITH THEIR MAKRET DRIVEN ADVERTISING MODEL," June 15, 1998, pp. 1-3.	
		GoTo.com, Inc., "GOTO.COM ANNOUNCES FIRST ROUND OF FINANCING TOTALING MORE THAN \$6 MILLION, LED BY DRAPER FISHER JURVETSON," May 19, 1998, pp. 1-3.	
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		GoTo.com, Inc., "GOTO.COM LAUNCHES NEW ACCOUNT MANAGEMENT TOOL!," March 1999, pp. 1-2.	
		GoTo.com, Inc., "GoTo Sells Positions," March 3, 1998, pp. 1-5.	
		FindWhat.com, "Promote Your Web Site on Findwhat," September 3, 1999, <a href="http://www.findwhat.com/static/ab_promote.html">http://www.findwhat.com/static/ab_promote.html</a> , pp. 1-2.	

Examiner Signature		Date Considered	
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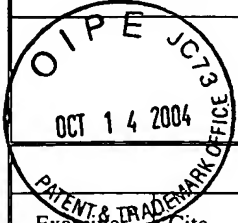
<b>Substitute for Form 1449A/PTO (Modified)</b> (use as many sheets as necessary)		<b>Attorney Docket No.:</b> 50269-0571	<b>Application Number:</b> 10/816,460
		<b>First Named Inventor:</b> Pasha Sadri	
		<b>Filing Date:</b> March 31, 2004	
<b>OTHER ART – NO PATENT LITERATURE DOCUMENTS</b>			
Examiner Initials*	Cite No <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	Translation <sup>2</sup>
		FindWhat.com, "Frequently Asked Questions," September 3, 1999, <a href="http://www.findwhat.com.static/MK_FAQ.html">http://www.findwhat.com.static/MK_FAQ.html</a> , pp. 1-3.	
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		FindWhat.com, "What we found...", September 3, 1999, pp. 1-3.	
		I Seek It, "FAQ," September 8, 1999, <a href="http://www.iseekit.com/faq.htm">http://www.iseekit.com/faq.htm</a> , pp. 1-4.	
		I Seek It, "Terms," September 8, 1999, <a href="http://www.iseekit.com/terms.htm">http://www.iseekit.com/terms.htm</a> , pp. 1-3.	
		I Seek It, "Change," September 8, 1999, <a href="http://www.iseekit.com/change1.htm">http://www.iseekit.com/change1.htm</a> , pp. 1-5.	
		I Seek It, "Deposit," September 8, 1999, <a href="http://www.iseekit.com/deposit.htm">http://www.iseekit.com/deposit.htm</a> , pp. 1-2.	
		I Seek It, "Books," September 8, 1999, <a href="http://www.iseekit.com/books.htm">http://www.iseekit.com/books.htm</a> , pp. 1-2.	
		Hitsgalore.com, "Free Robust Web-Based Internet E-Mail Service: 'Hitsmail™,'" September 8, 1999, <a href="http://www.hitsgalore.com/press_071399.shtml">http://www.hitsgalore.com/press_071399.shtml</a> , pp. 2-4.	
		Hitsgalore.com, "Keyword Bid & Rank," September 8, 1999, <a href="http://www.hitsgalore.com/bidrank.shtml">http://www.hitsgalore.com/bidrank.shtml</a> , pp. 1-2.	

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<b>Examiner Initials*</b>	<b>Cite No<sup>1</sup></b>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	<b>Translation<sup>2</sup></b>
		Hitsgalore.com, "Search Results," September 8, 1999, <a href="http://www.hitsgalore.com/sys/search.cgi?keyword=cars">http://www.hitsgalore.com/sys/search.cgi?keyword=cars</a> , pp. 1-2.	
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		SearchUp.com, "Benefits," July 15, 1999, <a href="http://www.searchup.com/benefits.cfm">http://www.searchup.com/benefits.cfm</a> , pp. 1-3.	
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		SearchUp.com, "Create a New Account," August 25, 1999, <a href="https://www.securearea.net/searchup/newaccount.cfm">https://www.securearea.net/searchup/newaccount.cfm</a> , pp. 1-2.	
		SearchUp.com, "URL Position Manager," August 25, 1999, <a href="https://www.securearea.net/searchup/getaccount.cfm">https://www.securearea.net/searchup/getaccount.cfm</a> , pp. 1-2.	
		SearchUp.com, "Add New URL To: Personal Web Sites: Individual Web Sites: L's Last Name," August 25, 1999, <a href="https://www.securearea.net/searchup/addurl.cfm">https://www.securearea.net/searchup/addurl.cfm</a> , pp. 1-2.	
		SearchUp.com, "Payment Information," August 25, 1999, <a href="https://www.securearea.net/searchup/yesaddurl.cfm">https://www.securearea.net/searchup/yesaddurl.cfm</a> , pp. 1-2.	
		SearchUp.com, "Our Commitment," August 25, 1999, <a href="https://www.securearea.net/searchup/commitment.cfm">https://www.securearea.net/searchup/commitment.cfm</a> , 1 page.	
		CNET Networks, Inc., "Engine sells results, draws fire," June 21, 1996, <a href="http://news.com.com/2100-1023-215491.html?legacy=cnet">http://news.com.com/2100-1023-215491.html?legacy=cnet</a> , pp. 1-3.	

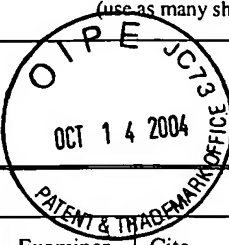
<b>Examiner Signature</b>		<b>Date Considered</b>	
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		First Named Inventor: Pasha Sadri	
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		Paula MacKinnon, "Relevancy and Ranking...by Wealth," June 19, 1996, <a href="http://sunsite.berkeley.edu/Web4Lib/archive/9606/0243.html">http://sunsite.berkeley.edu/Web4Lib/archive/9606/0243.html</a> , pp. 1-2.	
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		Arthur Weiss, "The evolution of World Wide Web search tools," pp. 289-295.	
		Search Engine Watch, "Promoters Call for Certification," August 4, 1998, <a href="http://searchenginewatch.com/sereport/98/08-certification.html">http://searchenginewatch.com/sereport/98/08-certification.html</a> , pp. 1-6.	
		Katherine Gallagher et al., "A Framework for Targeting Banner Advertising on the Internet," 1997, IEEE, pp. 265-174.	

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